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Parsons, Kansas
June 29, 1963.

Always the Same

The tobacco industry is under fire from all directions, its future clouded by findings yet to be reported on suspected links between cigaret smoking and lung cancer.

The postmaster general is the latest to land with all fours on the embattled cigaret makers, requesting them not to send samples through the mail on a mass, unsolicited basis as in the past for fear they'll fall into the hands of youngsters.

The industry itself took an unprecedented step recently by announcing it will withdraw its cigaret advertising from college newspapers, which have practically lived on that source of revenue in recent years, and all other campus publications. It will end various forms of direct promotion among college students too, such as the distribution of samples.

Yet the consumption of cigarettes continues to increase. Last year's sales were 496 billion, a record, and the use of cigarettes has increased 34 per cent in the last decade.

Only the rate of increase, not the increase itself, is beginning to taper off and this is the sole evidence to date that the public is taking to heart the warnings of hazards ahead. The principal troubles of the tobacco industry are in the future, not the present.

It may be said we're smoking more and enjoying it less, with danger signs posted all about, and the same is true of the manufacturers as they ring up record sales on their cash registers.

Human nature, as always, is a baffling and inexplicable commodity.

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BEACON JOURNAL
Akron, Ohio
June 26, 1963

Cigaret Ad Cut Hurts Buchtelite

The announcement of the Tobacco Institute that cigaret companies will withdraw their advertising from college papers will hurt the income of The Buchtelite at Akron University, but will make no change in the general financial picture of the Kent Stater at KSU.

The weekly Buchtelite has a budget of about \$14,000 to publish 30 issues. Its major income is \$9,500 from the student activity fund. The rest comes from national and local advertising, with around \$1,000 a year coming from cigaret ads.

The national agency which handles cigaret, auto and other non-Akron ads for The Buchtelite has told campus officials it may be able to keep the cigaret ads in the Akron U paper. If it is unable to do this the agency may be able to increase the auto or other similar ads and the paper staff may round up more local advertising.

At Kent State the budget is about \$35,000, publishing 115 issues in the Fall, Winter and Spring quarters. The activity fund provides about \$25,000 for the four-times-weekly paper. Cigaret ads bring in only about \$2,000 of the \$10,000 annual ad income.

The suggestion was made sometime ago that the Kent Stater drop cigaret advertising and it had been discussed by the Publication Policy Committee. Withdrawal of the cigaret ads would permit the KSU paper to take on some national advertising it has been unable to handle in the past, and also to increase its local advertising coverage.

HERALD JOURNAL
Syracuse, N.Y.
June 21, 1963

Tobacco Industry Says 'No Smoking, Kids'

Most major cigarette manufacturers have decided to stop advertising in college student publications. George V. Allen, president of the Tobacco Institute, said this week:

"The Industry's position has always been that smoking is an adult custom. To avoid any confusion or misconception in the public mind as to this position, a number of member companies of the Tobacco Institute, I understand, have each decided to discontinue college advertising and promotional activities."

Canadian tobacco manufacturers announced that they had decided to restrict cigarette commercial television and radio to the hours after 9 p.m. This, too, is to "keep youngsters from getting the idea that smoking is grownup and the thing to do," a spokesman said.

The American Medical Association decided this week against committing itself to any position on smoking. It did approve a committee suggestion that the association begin a campaign to educate high school students on the effects of toxic materials, including tobacco, on young persons.

Ironically, the tobacco industry, by taking positive action, seems more convinced than the doctors that smoking is not for youngsters.

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